

HUMAN NATURE PROJECTS



4 MONTHS IN...

INITIAL PROGRESS AND
EXPECTATIONS FOR GROWTH

2019



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FROM THE FOUNDER

Throughout a busy two years in the environmental sector, I've been immersed in the operations of two dozen charities and learnt enormously.

I saw the good, the bad and the ugly, and transferred the flawed framework to which most of these conformed into the negative mold that HNP drew its first impressions from.

Revolutionizing such a well established field is by no means easy, but witnessing the passion and perseverance displayed by our volunteer staff I feel hopeful.

Much good has been done, but there is infinitely more to follow. I sincerely look forward to joining forces with the team as we create a brighter future together.

1,000

750

500

250

29-Jun 2-Jul 30-Jul 2-Aug 5-Aug 7-Aug 11-Aug 13-Aug 15-Aug 17-Aug 19-Aug 21-Aug 23-Aug 25-Aug 27-Aug 29-Aug 31-Aug 2-Sep 4-Sep 6-Sep 8-Sep 10-Sep 12-Sep 14-Sep 16-Sep

MONTHLY VOLUNTEER GROWTH

1000

Volunteers

100

Countries

POWER OF PEOPLE >
PLANET'S PROBLEMS

ABOUT THE ORGANIZATION

Human Nature Projects is connecting people for the planet, because together we can make a world of difference.

Our mission is to act as an entrypoint to the environmental space, bypassing existing echo-chambers of communication to engage a much wider audience in today's most pressing issues.

Our philosophy stems from the central tenant of conservation's 4 C's: connection, curiosity, creativity and collaboration, all of which must be attained for the field to see the far-reaching success it so desperately needs.



This space under the status quo suffers from a variety of maladies: isolation and elitism, miscommunication and duplicated effort, media mismanagement and extreme resource shortages. And it all comes down to priorities.

Rather than putting protection of our planet over its people, we're providing people with the power to preserve that which they hold most dear.



UPDATES FROM THE TEAM

The Human Nature Projects community is thriving across the globe. With a friendly spirit of competitiveness between our national teams, the past few months have seen a dynamic leaderboard as each nation vied for the largest following. Kenya took an early lead at 50, with India and Australia both hot on its heels.

The Philippine team showed an amazing turn-out to a series of events (see the pic from international youth day to the right) but were overtaken in the long-run by Egypt after an incredible few days of outreach that saw them top 100 volunteers.

The African continent is forging ahead of the rest early in the piece with some amazing programmes. Our DR Congo team cohosted an immensely successful conference event, whilst Ghana went for some early school workshops through their volunteers. With everything from litter-picking to movie screenings to bird-watching competitions, our teams are getting truly creative as we move forwards with our operations.



UPDATES FROM THE TEAM

Of course, September 20th saw the climate strike event, and we were proud to watch as the HNP community turned out en masse in support of this (see below for some of their pics).

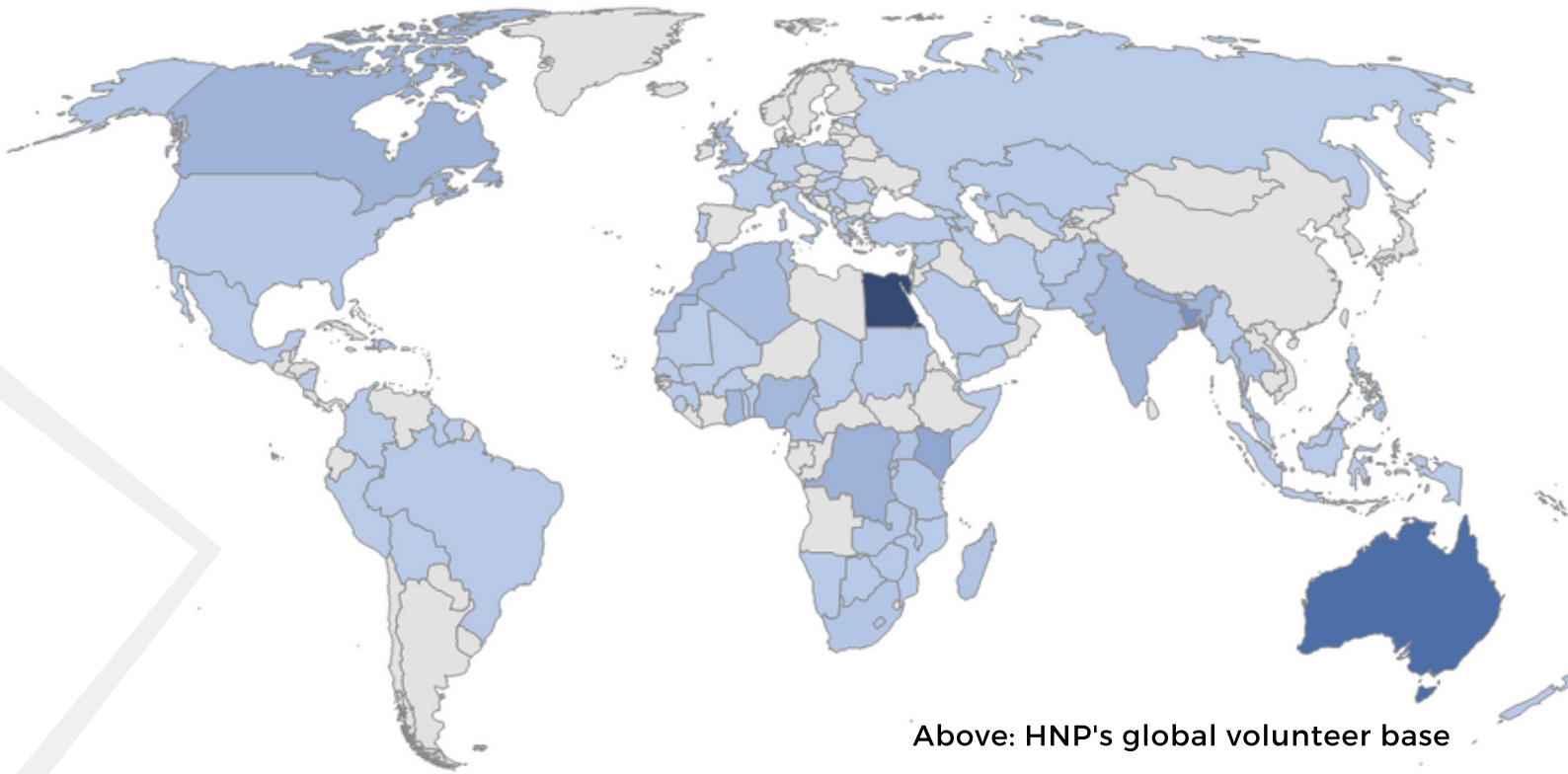
Meanwhile our working groups are making themselves busy with various initiatives: our researchers are compiling a literature review on animal cognition, our educators are preparing to roll-out a pilot programme for school clubs, and our partnership liaisons have already brought in a dozen organizations to the Conservation Connection network.

With our executive committee having filled its ranks in August, we are blessed with an incredibly dedicated team of volunteer staff overseeing our growth and scaling for the next six months. Many of our national teams are now running fully independently, with internal structure and planning mechanisms to see their success long into the future.

There is certainly nothing more rewarding than watching such a vibrant network grow, so we'd like to send out a huge thank you to all our teams for their ongoing efforts. Much future excitement awaits.



OUR DIGITAL PRESENCE



Above: HNP's global volunteer base

As an international NGO, effective technological systems are the key to our success. We are thus very grateful to Google, Microsoft and Canva for accepting HNP onto their respective non-profit schemes and the subsequent free lease of powerful software this entails.

All of our monthly meetings for national directors and executive staff alike are hosted by Microsoft Teams, with task management software Trello and many other useful pieces integrated. All NDs and exec staff benefit from custom domain emails and the Office Suite free of charge.

Google analytics provides a detailed breakdown of our website's views (1.3K in the past 30 days) and our sharp-looking documents like this one are made with Canva's premium access.

Best of all, our online systems officer has created a custom CRM-type platform for us, which provides an easy but versatile interface for communications.

Social media is undergoing rapid growth and development, with 100,000 engagements on our Facebook page alone across its 3-month lifespan. Instagram, Twitter, LinkedIn and others are also used.

STAFF SPOTLIGHTS

Justice was a HR professional working with the Lesotho Olympic Committee when he came across the work done by Human Nature Projects. Left hopeless in the face of the endless destruction he had witnessed being wrought upon the fragmented, degraded habitats of his country, he recalls the exhilaration he felt joining our network: "I deeply felt that it is my time to take action... to switch on and live my dream." Suddenly granted the opportunity to lead, he set about passionately bringing communities onto his side, educating people on the need to preserve and restore those natural spaces left to them.

Suffering from crippling poverty and other afflictions, Lesotho lacks entirely in environmental conservation measures and organizations. Heading "Lesotho's first such initiative," Justice has come across many challenges which he fights with the support of our global team. "My vision, determination and confidence has assured me that nothing would stop me from building this initiative regardless of financial setbacks to fulfil this noble objective of saving the planet and all its beings."



JUSTICE SENKOTO
LESOTHO ND

STAFF SPOTLIGHTS

"I will always remember that Human Nature Projects opened my eyes to understanding that man needs nature to live a complete and happy life."

Known amongst Human Nature Projects' volunteers for his ready smile and constant good humour, Ronald is the backbone of our African operations. Swept up in the excitement of our vision early in his conservation career, he has spent the last three months tirelessly advocating for organizations and individuals to join our cause: "You and Me, we make Nature our next friend... we can change for the better, and we can make an impact globally."

Ronald believes strongly in the potential for harmony between mankind with nature, and in the power of community to bring this about. He sees our exploitation of ecosystems as a symptom of our flawed mindset and uses his voice, amplified through HNP's networks, to set this right. "[Human Nature Projects] made me a sound-minded conservationist, ready to carry a million tons of weight from a wider audience, driving to the destination of co-existence with our environment."



**RONALD KABOYE,
PARTNERSHIP OFFICER**

STRATEGIC GOALS

Human Nature Projects is an entirely volunteer-run organization, and thrives off it. But to stay on track, we've got to think smart and plan ahead for future success. This September saw us smash our initial goals for growth, passing the 1000 volunteer mark to much celebration.

Here are the revised goals we've set ourselves for the year to come...

- To reach 1,800 volunteers across 115 countries by the close of 2019, and 10,000 across 150 countries by the close of 2020.
- To have functional national teams operating within over half of the above countries by the beginning of 2020, with a self-sufficient governance and volunteer inflow.
- To have 75% of all volunteers actively involved on a regular basis within working group discussions or via other means within the first 6 months and thereafter.
- To have 24 national and/ international environmental charities participating in our Conservation Connection partnership scheme within the first 4 months of its operation (by 3rd February 2020).
- To initiate or support two dozen projects globally within our first 8 months of operation (by the start of February 2020).



CLOSING REMARKS



Reflecting on what it means to be human, one might draw any number of conclusions. But the reality is that the smallest degrees separate us from other species, the vast majority of them born of human invention through our endless quest to find uniqueness.

Human Nature Projects ultimately was founded due to this crisis of conscience, and the tremendous potential that such lines of questioning might ignite. To face the current nature crises, we require a level of societal selflessness previously unheard of in mankind's history, the root of which will be Conservation's 4 C's.

If there were one thing that made us human, it would have to be our tremendous capacity for correction, setting straight wrongs both real and perceived over the centuries.

And if there were one time when our humanity was most tested it would be now. Because with 200 species vanishing daily we do not have time to waste in creating the wholesale change we so desperately need.

At HNP, we hope you will join us in this quest for a conservation-conscious community, creating a brighter future together.

